

REMARKS

In the Office Action mailed November 3, 2008, the claims 1-9, 11, 12 and 15-42 are rejected. Withdrawal of the rejections and reconsideration and allowance of claims 1-9, 11, 12 and 15-42 are respectfully requested in view of the following remarks.

Rejections under 35 U.S.C. § 103

A. Claims 1-9, 11, 12, 15-29, 32, 34-37, 39 and 41-42, are rejected under 35 U.S.C. 103(a) as being unpatentable over Sullivan et al. (US 2001/0018665 A1) in view of Voltmer (US 2002/0143626 A1) in view of Jeuland (Managing Channel Profits). Applicant amends these claims to overcome this rejection as explained by the Examiner. Applicant contends that these references are insufficient to support a rejection of these claims, as amended, even if these references are combined. Accordingly, Applicant contends that claims 1-9, 11, 12, 15-29, 32, 34-37 and 41-42 are allowable.

B. Claims 31, 33, 38, and 40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sullivan et al. (US 2001/0018665 A 1) in view of Voltmer (2002/0143626) in view of Jeuland (Managing Channel PRofits) in view of Woolston (US 5,845,265). Applicant amends these claims to overcome this rejection as explained by the Examiner. Applicant contends that these references are insufficient to support a rejection of these claims, as amended, even if these references are combined. Accordingly, Applicant contends that claims 31, 33, 38 and 40 are allowable.

CONCLUSION

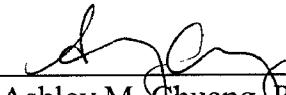
Applicants submit that this paper fully addresses the Office Action mailed on November 3, 2008. Should the Examiner have any question, the Examiner is encouraged to contact the undersigned.

The Commissioner is authorized to charge any underpayment or credit any overpayment to Deposit Account No. 23-2415 (Attorney Docket No. 38606-701.201) for any matter in connection with this response, including any fee for extension of time, which may be required.

Respectfully submitted,

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